EXHIBIT A

JOINT UNDISPUTED TRIAL EXHIBIT LIST

Trial Ex. No.	Date	Description	Begin Bates No.	End Bates No.	Plantiffs' Sponsoring Witness	Plaintiffs Exhibit Purpose	Defendant's Sponsoring Witness	Defendant's Exhibit Purpose
224	4/6/2020	ads_interfaces_predicted_outcomes-april_2019_purchased.csv	FB-SINGER-00256368	FB-SINGER-00256368	Gerardo Zaragoza	Will be used to prove Meta's liability, classwide impact, and damages	Gerardo Zaragoza; David Reibstein Catherine Tucker; Steven Tadelis	Relevant to Good Faith; Relevant to Meta's Estimates, Metrics, and Models; Expert Foundation Relevant to Good Faith; Relevant to Meta's Estimates, Metrics, and Models
226	4/6/2020	ads_interfaces_predicted_outcomes-feb_2019_purchased.csv	FB-SINGER-00256369	FB-SINGER-00256369	Gerardo Zaragoza	Will be used to prove Meta's liability, classwide impact, and damages	Gerardo Zaragoza	Relevant to Good Faith; Relevant to Meta's Estimates, Metrics, and Models
228	4/7/2020	ads_interfaces_predicted_outcomes-march_2019_purchased00.csv	FB-SINGER-00256370	FB-SINGER-00256370	Gerardo Zaragoza	Will be used to prove Meta's liability, classwide impact, and damages	Gerardo Zaragoza	Relevant to Good Faith; Relevant to Meta's Estimates, Metrics, and Models
230	4/7/2020	ads_interfaces_predicted_outcomes-march_2019_purchased01.csv	FB-SINGER-00256371	FB-SINGER-00256371	Gerardo Zaragoza	Will be used to prove Meta's liability, classwide impact, and damages	Gerardo Zaragoza	Relevant to Good Faith; Relevant to Meta's Estimates, Metrics, and Models
232	4/6/2020	ads_interfaces_predicted_outcomes-thru-2019-01-31_purchased.csv	FB-SINGER-00256372	FB-SINGER-00256372	Gerardo Zaragoza	Will be used to prove Meta's liability, classwide impact, and damages	Gerardo Zaragoza	Relevant to Good Faith; Relevant to Meta's Estimates, Metrics, and Models
234	3/26/2020	Excel Data -Max Martialis Ads_Interfaces_Predicted_Outcomes	FB-SINGER-00256367	FB-SINGER-00256367	Cain Maxwell Gerardo Zaragoza	Will be used to prove Meta's liability, classwide impact, and damages	Gerardo Zaragoza	Relevant to Good Faith; Relevant to Meta's Estimates, Metrics, and Models; Relevant to Plaintiffs' Behavior
244	7/26/2020	Excel Data - "/campaign_audience_size_export_2020-07-16.csv"	FB-SINGER-00314705	FB-SINGER-00314705	Gerardo Zaragoza	Will be used to prove Meta's liability, classwide impact, and damages	Gerardo Zaragoza	Relevant to Good Faith; Relevant to Meta's Estimates, Metrics, and Models
246	8/6/2020	Data file produced by Facebook with filename "ads_reach_estimate_with_placement_from_impression_result.csv"	FB-SINGER-00426273	FB-SINGER-00426373	Gerardo Zaragoza	Will be used to prove Meta's liability, classwide impact, and damages	Gerardo Zaragoza	Relevant to Good Faith; Relevant to Meta's Estimates, Metrics, and Models
248	9/8/2020	Data file with filename "bison_logs_with_eligibility_export.csv"	FB-SINGER-00426323	FB-SINGER-00426323	Gerardo Zaragoza	Will be used to prove Meta's liability, classwide impact, and damages	Gerardo Zaragoza	Relevant to Good Faith; Relevant to Meta's Estimates, Metrics, and Models
250	10/2/2020	Data produced by Facebook with file name "daiquery-947813649047451-1023680678082634-2020-09-24-9_15pm.csv"	FB-SINGER-00426465	FB-SINGER-00426465	Gerardo Zaragoza	Will be used to prove Meta's liability, classwide impact, and damages	Gerardo Zaragoza	Relevant to Good Faith; Relevant to Meta's Estimates, Metrics, and Models; Relevant to Plaintiffs' Behavior
259	Unknown	Example of Meta's ads manager platform	FB-SINGER-00001137	FB-SINGER-00001137	Dan Ziernicki Cain Maxwell Larry Chiagouris	Will be used to prove Meta's liability, classwide impact, and damages	Larry Chiagouris	Expert Cross-Examination
368	1/31/2019	Screenshot of Ads Manager with help page for "About the Delivery System - Placements"	FB-SINGER-00000303		Cain Maxwell	Will be used to prove Meta's liability, classwide impact, and damages	Cain Maxwell	Relevant to Plaintiff's Behavior; Relevant to Disclosures
369		Example of Meta's ads manager platform "Create New Ad Set" tab	FB-SINGER-00000304		Dan Ziernicki Cain Maxwell	Will be used to prove Meta's liability, classwide impact, and damages	Cain Maxwell	Relevant to Plaintiff's Behavior; Relevant to Disclosures

Trial Ex. No.	Date	Description	Begin Bates No.	End Bates No.	Plaintiffs' Sponsoring Witness	Plaintiffs Exhibit Purpose	Defendant's Sponsoring Witness	Defendant's Exhibit Purpose
370	7/2/2020	Data produced by Plaintiffs with file name "Maxwell targeting readable.csv"	MAXWELL_00001319		Cain Maxwell	Will be used to prove Meta's liability, classwide impact, and damages	Maxwell; Tucker Reibstein	Relevant to Plaintiff's Behavior; Relevant to Lack of Reliance
371		Facebook Ad results for Cain Maxwell	MAXWELL_00001320				Cain Maxwell	Relevant to Plaintiff's Behavior; Relevant to Lack of Reliance
400		Ads Manager Creation Process					Alex Schultz; Amy Dunn; Rob Goldman	Relevant to Disclosures; Explain Meta's Estimates, Metrics, and Models
433		DZ Reserve Ads Manager Reports	DZ_Reserve_00000001		Dan Ziernicki	Will be used to prove Meta's liability, classwide impact, and damages	Steven Tadelis	Expert Foundation; Relevant to Advertiser Behavior; Relevant to Plaintiff's Behavior; Relevant to Unclean Hands; Relevant to Lack of Reliance
434		DZ Reserve Ads Manager Reports	DZ_Reserve_00000002		Dan Ziernicki	Will be used to prove Meta's liability, classwide impact, and damages	Steven Tadelis	Expert Foundation; Relevant to Advertiser Behavior; Relevant to Plaintiff's Behavior; Relevant to Unclean Hands; Relevant to Lack of Reliance
435		DZ Reserve Ads Manager Reports	DZ_Reserve_00000003		Dan Ziernicki	Will be used to prove Meta's liability, classwide impact, and damages	Steven Tadelis	Expert Foundation; Relevant to Advertiser Behavior; Relevant to Plaintiff's Behavior; Relevant to Unclean Hands; Relevant to Lack of Reliance
436		DZ Reserve Ads Manager Reports	DZ_Reserve_00000004		Dan Ziernicki	Will be used to prove Meta's liability, classwide impact, and damages	Steven Tadelis	Expert Foundation; Relevant to Advertiser Behavior; Relevant to Plaintiff's Behavior; Relevant to Unclean Hands; Relevant to Lack of Reliance
437		DZ Reserve Ads Manager Reports	DZ_Reserve_00000005		Dan Ziernicki	Will be used to prove Meta's liability, classwide impact, and damages	Steven Tadelis	Expert Foundation; Relevant to Advertiser Behavior; Relevant to Plaintiff's Behavior; Relevant to Unclean Hands; Relevant to Lack of Reliance
438		DZ Reserve Ads Manager Reports	DZ_Reserve_00000006		Dan Ziernicki	Will be used to prove Meta's liability, classwide impact, and damages	Steven Tadelis	Expert Foundation; Relevant to Advertiser Behavior; Relevant to Plaintiff's Behavior; Relevant to Unclean Hands; Relevant to Lack of Reliance
440		DZ Reserve Ads Manager Reports	DZ_Reserve_00000022		Dan Ziernicki	Will be used to prove Meta's liability, classwide impact, and damages	Steven Tadelis	Expert Foundation; Relevant to Advertiser Behavior; Relevant to Plaintiff's Behavior; Relevant to Unclean Hands; Relevant to Lack of Reliance
450		Spreadsheet showing ad performance	DZ_Reserve_00000043				Ziernicki	Relevant to Plaintiff's Behavior
451		Spreadsheet showing ad performance	DZ_Reserve_00000051				Ziernicki	Relevant to Plaintiff's Behavior
459		Spreadsheet showing campaign spend and dates	DZ_Reserve_00000065				Ziernicki	Relevant to Plaintiff's Behavior
460		Spreadsheet showing campaign spend and dates	DZ_Reserve_00000084				Ziernicki	Relevant to Plaintiff's Behavior

Trial Ex. No.	Date	Description	Begin Bates No.	End Bates No.	Plantiffs' Sponsoring Witness	Plaintiffs Exhibit Purpose	Defendant's Sponsoring Witness	Defendant's Exhibit Purpose
461		DZ Reserve Ads Manager Reports	DZ_Reserve_00000091		Dan Ziernicki	Will be used to prove Meta's liability, classwide impact, and damages	Steven Tadelis	Expert Foundation; Relevant to Advertiser Behavior; Relevant to Plaintiff's Behavior; Relevant to Unclean Hands; Relevant to Lack of Reliance
462		DZ Reserve Ads Manager Reports	DZ_Reserve_00000092		Dan Ziernicki	Will be used to prove Meta's liability, classwide impact, and damages	Steven Tadelis	Expert Foundation; Relevant to Advertiser Behavior; Relevant to Plaintiff's Behavior; Relevant to Unclean Hands; Relevant to Lack of Reliance
463		DZ Reserve Ads Manager Reports	DZ_Reserve_00000093		Dan Ziernicki	Will be used to prove Meta's liability, classwide impact, and damages	Steven Tadelis	Expert Foundation; Relevant to Advertiser Behavior; Relevant to Plaintiff's Behavior; Relevant to Unclean Hands; Relevant to Lack of Reliance
464		DZ Reserve Ads Manager Reports	DZ_Reserve_00000094		Dan Ziernicki	Will be used to prove Meta's liability, classwide impact, and damages	Steven Tadelis	Expert Foundation; Relevant to Advertiser Behavior; Relevant to Plaintiff's Behavior; Relevant to Unclean Hands; Relevant to Lack of Reliance
465		DZ Reserve Ads Manager Reports	DZ_Reserve_00000095		Dan Ziernicki	Will be used to prove Meta's liability, classwide impact, and damages	Steven Tadelis	Expert Foundation; Relevant to Advertiser Behavior; Relevant to Plaintiff's Behavior; Relevant to Unclean Hands; Relevant to Lack of Reliance
466		DZ Reserve Ads Manager Reports	DZ_Reserve_00000096		Dan Ziernicki	Will be used to prove Meta's liability, classwide impact, and damages	Steven Tadelis	Expert Foundation; Relevant to Advertiser Behavior; Relevant to Plaintiff's Behavior; Relevant to Unclean Hands; Relevant to Lack of Reliance
467		DZ Reserve Ads Manager Reports	DZ_Reserve_00000097		Dan Ziernicki	Will be used to prove Meta's liability, classwide impact, and damages	Steven Tadelis	Expert Foundation; Relevant to Advertiser Behavior; Relevant to Plaintiff's Behavior; Relevant to Unclean Hands; Relevant to Lack of Reliance
468		DZ Reserve Ads Manager Reports	DZ_Reserve_00000098		Dan Ziernicki	Will be used to prove Meta's liability, classwide impact, and damages	Steven Tadelis	Expert Foundation; Relevant to Advertiser Behavior; Relevant to Plaintiff's Behavior; Relevant to Unclean Hands; Relevant to Lack of Reliance
469		DZ Reserve Ads Manager Reports	DZ_Reserve_00000099		Dan Ziernicki	Will be used to prove Meta's liability, classwide impact, and damages	Steven Tadelis	Expert Foundation; Relevant to Advertiser Behavior; Relevant to Plaintiff's Behavior; Relevant to Unclean Hands; Relevant to Lack of Reliance

Trial Ex. No.	Date	Description	Begin Bates No.	End Bates No.	Plantiffs' Sponsoring Witness	Plaintiffs Exhibit Purpose	Defendant's Sponsoring Witness	Defendant's Exhibit Purpose
470		DZ Reserve Ads Manager Reports	DZ_Reserve_00000100		Dan Ziernicki	Will be used to prove Meta's liability, classwide impact, and damages	Steven Tadelis	Expert Foundation; Relevant to Advertiser Behavior; Relevant to Plaintiff's Behavior; Relevant to Unclean Hands; Relevant to Lack of Reliance
471		DZ Reserve Ads Manager Reports	DZ_Reserve_00000101		Dan Ziernicki	Will be used to prove Meta's liability, classwide impact, and damages	Steven Tadelis	Expert Foundation; Relevant to Advertiser Behavior; Relevant to Plaintiff's Behavior; Relevant to Unclean Hands; Relevant to Lack of Reliance
472		DZ Reserve Ads Manager Reports	DZ_Reserve_00000106		Dan Ziernicki	Will be used to prove Meta's liability, classwide impact, and damages	Steven Tadelis	Expert Foundation; Relevant to Advertiser Behavior; Relevant to Plaintiff's Behavior; Relevant to Unclean Hands; Relevant to Lack of Reliance
624	8/21/2020	Ads data files produced by Plaintiffs for Dan Ziernicki	DZ_Reserve_00023655	DZ_Reserve_00023690	Dan Ziernicki	Will be used to prove Meta's liability, classwide impact, and damages	Catherine Tucker; Daniel Ziernicki	Expert Foundation; Relevant to Plaintiffs' Behavior; Relevant to Lack of Reliance; Relevant to Damages; Relevant to Unclean Hands
632	11/6/2020	Data file produced by Plaintiffs with file name "sales_2016-10-01_2020-11-06.csv"	DZ_Reserve_00023882		Dan Ziernicki	Will be used to prove Meta's liability, classwide impact, and damages	Catherine Tucker	Expert foundation; Relevant to Advertiser Behavior; Relevant to Plaintiff's Behavior; Relevant to Unclean Hands; Relevant to Lack of Reliance; Relevant to Damages
638		Facebook's User Payment Terms rev'd May 2013	FB-SINGER-00000136	FB-SINGER-00000137			Meta	Relevant to Disclosures; Relevant to Unclean Hands
639		Facebook's Community Payment Terms rev'd March 2014	FB-SINGER-00000143	FB-SINGER-00000149			Meta	Relevant to Disclosures; Relevant to Unclean Hands
640		Facebook's Community Payment Terms rev'd January 2015	FB-SINGER-00000150	FB-SINGER-00000157			Meta	Relevant to Disclosures; Relevant to Unclean Hands
641		Facebook's Community Payment Terms rev'd March 2015	FB-SINGER-00000158	FB-SINGER-00000165			Meta	Relevant to Disclosures; Relevant to Unclean Hands
642		Facebook's Community Payment Terms rev'd September 2015	FB-SINGER-00000166	FB-SINGER-00000174			Meta	Relevant to Disclosures; Relevant to Unclean Hands
643		Facebook's Community Payment Terms rev'd January 2016	FB-SINGER-00000175	FB-SINGER-00000182			Meta	Relevant to Disclosures; Relevant to Unclean Hands
653		Ad Set creation screen	FB-SINGER-00000302	FB-SINGER-00000302			Alex Schultz; Amy Dunn; Rob Goldman	Relevant to Disclosures
654		About daily budgets	FB-SINGER-00000308	FB-SINGER-00000313			Alex Schultz; Amy Dunn; Rob Goldman	Relevant to Disclosures; Explain Meta's Estimates, Metrics, and Models
655		About estimated daily results	FB-SINGER-00000314	FB-SINGER-00000316			Alex Schultz; Amy Dunn; Rob Goldman	Relevant to Disclosures; Explain Meta's Estimates, Metrics, and Models

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656	1/18/2019	Article titled "About Estimated Metrics and in Development Metrics" from the Meta Business Help Center, downloaded January 18, 2019	FB-SINGER-00000317	FB-SINGER-00000321			Meta, Experts	Relevant to Disclosures; Explain Meta's Estimates, Metrics, and Models
657		About Location Targeting	FB-SINGER-00000322	FB-SINGER-00000326			Alex Schultz; Amy Dunn; Rob Goldman	Relevant to Disclosures; Explain Meta's Estimates, Metrics, and Models
658		About Lowest Cost	FB-SINGER-00000327	FB-SINGER-00000329			Alex Schultz; Amy Dunn; Rob Goldman	Relevant to Disclosures; Explain Meta's Estimates, Metrics, and Models
660		About Target Cost	FB-SINGER-00000336	FB-SINGER-00000338			Alex Schultz; Amy Dunn; Rob Goldman	Relevant to Disclosures; Explain Meta's Estimates, Metrics, and Models
661		About the Reach Objective	FB-SINGER-00000342	FB-SINGER-00000344			Alex Schultz; Amy Dunn; Rob Goldman	Relevant to Disclosures; Explain Meta's Estimates, Metrics, and Models
662		Choosing an Objective for your Brand Campaign	FB-SINGER-00000351	FB-SINGER-00000353			Alex Schultz; Amy Dunn; Rob Goldman	Relevant to Disclosures; Explain Meta's Estimates, Metrics, and Models
663		Analyze Results	FB-SINGER-00000354	FB-SINGER-00000356			Alex Schultz; Amy Dunn; Rob Goldman	Relevant to Disclosures; Explain Meta's Estimates, Metrics, and Models
664		Analyze Results	FB-SINGER-00000357	FB-SINGER-00000359			Alex Schultz; Amy Dunn; Rob Goldman	Relevant to Disclosures; Explain Meta's Estimates, Metrics, and Models
665		Creating a Campaign with the Reach Objective	FB-SINGER-00000360	FB-SINGER-00000362			Alex Schultz; Amy Dunn; Rob Goldman	Relevant to Disclosures; Explain Meta's Estimates, Metrics, and Models
666		Ads Manager	FB-SINGER-00000363	FB-SINGER-00000369			Alex Schultz; Amy Dunn; Rob Goldman	Relevant to Disclosures; Explain Meta's Estimates, Metrics, and Models
667		How much it costs to advertise on Facebook	FB-SINGER-00000373	FB-SINGER-00000377			Alex Schultz; Amy Dunn; Rob Goldman	Relevant to Disclosures; Explain Meta's Estimates, Metrics, and Models
668		Impressions	FB-SINGER-00000378	FB-SINGER-00000380			Alex Schultz; Amy Dunn; Rob Goldman	Relevant to Disclosures; Explain Meta's Estimates, Metrics, and Models
669		Reach	FB-SINGER-00000387	FB-SINGER-00000389			Alex Schultz; Amy Dunn; Rob Goldman	Relevant to Disclosures; Explain Meta's Estimates, Metrics, and Models
670		Understand How Your Reach Campaign Performed	FB-SINGER-00000390	FB-SINGER-00000393			Alex Schultz; Amy Dunn; Rob Goldman	Relevant to Disclosures; Explain Meta's Estimates, Metrics, and Models
673		Ad Manager screen	FB-SINGER-00000412	FB-SINGER-00000422			Catherine Tucker; Steven Tadelis; David Reibstein	Expert Foundation; Relevant to Disclosures; Explain Meta's Estimates, Metrics, and Models
674		Ads Manager - Placements - Details.png	FB-SINGER-00000413				David Reibstein	Expert Foundation

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675		Ads Manager create new ad set	FB-SINGER-00000414	FB-SINGER-00000414			Alex Schultz; Amy Dunn; Rob Goldman	Relevant to Disclosures; Relevant to Good Faith; Explain Meta's Estimates, Metrics, and Models
676		Ads Manager	FB-SINGER-00000415	FB-SINGER-00000415			Alex Schultz; Amy Dunn; Rob Goldman	Relevant to Disclosures; Relevant to Good Faith; Explain Meta's Estimates, Metrics, and Models
677		Ads Manager create new ad set	FB-SINGER-00000416	FB-SINGER-00000416			Alex Schultz; Amy Dunn; Rob Goldman	Relevant to Disclosures; Relevant to Good Faith; Explain Meta's Estimates, Metrics, and Models
698		Ads Manager - Bid Control.JPG	FB-SINGER-00001127	FB-SINGER-00001127			Alex Schultz; Amy Dunn; Rob Goldman	Relevant to Disclosures; Relevant to Good Faith; Explain Meta's Estimates, Metrics, and Models
699		Ads Manager - Budget and Schedule.JPG	FB-SINGER-00001128	FB-SINGER-00001128			Alex Schultz; Amy Dunn; Rob Goldman	Relevant to Disclosures; Relevant to Good Faith; Explain Meta's Estimates, Metrics, and Models
700		Ads Manager - Detailed Targeting.JPG	FB-SINGER-00001129	FB-SINGER-00001129			Alex Schultz; Amy Dunn; Rob Goldman	Relevant to Disclosures; Relevant to Good Faith; Explain Meta's Estimates, Metrics, and Models
702		Ads Manager - Optimization for Ad Delivery.JPG	FB-SINGER-00001131	FB-SINGER-00001131			Alex Schultz; Amy Dunn; Rob Goldman	Relevant to Disclosures; Relevant to Good Faith; Explain Meta's Estimates, Metrics, and Models
707		Ads Manager - When You Get Charged.JPG	FB-SINGER-00001136	FB-SINGER-00001136			Alex Schultz; Amy Dunn; Rob Goldman	Relevant to Disclosures; Relevant to Good Faith; Explain Meta's Estimates, Metrics, and Models
714		Estimated Daily Results tooltip	FB-SINGER-00058132	FB-SINGER-00058132			Alex Schultz; Amy Dunn; Rob Goldman	Relevant to Disclosures; Relevant to Good Faith; Explain Meta's Estimates, Metrics, and Models
718		Potential Reach dial with EDR	FB-SINGER-00063117	FB-SINGER-00063117			Alex Schultz; Amy Dunn; Rob Goldman	Relevant to Disclosures; Relevant to Good Faith; Explain Meta's Estimates, Metrics, and Models
719		estimation tooltip	FB-SINGER-00063118	FB-SINGER-00063118			Alex Schultz; Amy Dunn; Rob Goldman	Relevant to Disclosures; Relevant to Good Faith; Explain Meta's Estimates, Metrics, and Models
720		estimation tooltip by platform	FB-SINGER-00063120	FB-SINGER-00063120			Alex Schultz; Amy Dunn; Rob Goldman	Relevant to Disclosures; Relevant to Good Faith; Explain Meta's Estimates, Metrics, and Models
721		estimation tooltip	FB-SINGER-00063121	FB-SINGER-00063121			Alex Schultz; Amy Dunn; Rob Goldman	Relevant to Disclosures; Relevant to Good Faith; Explain Meta's Estimates, Metrics, and Models
730		Why Cocoon? Wiki	FB-SINGER-00088112	FB-SINGER-00088115			Catherine Tucker; Steven Tadelis	Expert Foundation; Explain Meta's Estimates, Metrics, and Models; Relevant to Good Faith
738		About Ad Auctions - help center	FB-SINGER-00088882	FB-SINGER-00088882			Catherine Tucker; Steven Tadelis	Expert Foundation; Explain Meta's Estimates, Metrics, and Models; Explain Meta's Ad Auction; Relevant to Good Faith

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739	11/4/2019	Article titled "How ad billing works on Facebook" from the Meta Business Help Center, downloaded November 4, 2019	FB-SINGER-00089002	FB-SINGER-00089003			Meta, Experts	Help Center/Ads Manager
740		Set up a reach and frequency campaign - help center	FB-SINGER-00089060	FB-SINGER-00089064			Catherine Tucker; Steven Tadelis	Expert Foundation; Explain Meta's Estimates, Metrics, and Models; Explain Meta's Ad Auction; Relevant to Good Faith
741		About Delivery Insights	FB-SINGER-00089358	FB-SINGER-00089359			Alex Schultz; Amy Dunn; Rob Goldman	Relevant to Disclosures; Explain Meta's Estimates, Metrics, and Models
747		About Bid Cap	FB-SINGER-00089366	FB-SINGER-00089366			Alex Schultz; Amy Dunn; Rob Goldman	Relevant to Disclosures; Explain Meta's Estimates, Metrics, and Models
750		About Cost and Bid Controls	FB-SINGER-00089370	FB-SINGER-00089370			Alex Schultz; Amy Dunn; Rob Goldman	Relevant to Disclosures; Explain Meta's Estimates, Metrics, and Models
754		About Cost Cap	FB-SINGER-00089374	FB-SINGER-00089374			Alex Schultz; Amy Dunn; Rob Goldman	Relevant to Disclosures; Explain Meta's Estimates, Metrics, and Models
758		About Highest Value	FB-SINGER-00089378	FB-SINGER-00089378			Alex Schultz; Amy Dunn; Rob Goldman	Relevant to Disclosures; Explain Meta's Estimates, Metrics, and Models
761		About Minimum ROAS	FB-SINGER-00089383	FB-SINGER-00089383			Alex Schultz; Amy Dunn; Rob Goldman	Relevant to Disclosures; Explain Meta's Estimates, Metrics, and Models
764		About Minimum ROAS Controls	FB-SINGER-00089387	FB-SINGER-00089387			Alex Schultz; Amy Dunn; Rob Goldman	Relevant to Disclosures; Explain Meta's Estimates, Metrics, and Models
768		Objectives, ad formats and placements available within reach and frequency buying	FB-SINGER-00089391	FB-SINGER-00089391			Alex Schultz; Amy Dunn; Rob Goldman	Relevant to Disclosures; Explain Meta's Estimates, Metrics, and Models
769		About the delivery system: Bid suggestions	FB-SINGER-00089406	FB-SINGER-00089406			Alex Schultz; Amy Dunn; Rob Goldman	Relevant to Disclosures; Explain Meta's Estimates, Metrics, and Models
770	12/9/2019	Article titled "Best Practices: Ad Bidding and Budgeting," from Facebook for Business, dated December 9, 2019	FB-SINGER-00089417	FB-SINGER-00089417			Meta, Experts	Relevant to Good Faith; Relevant to Disclosures, Explain Meta's Estimates, Metrics, and Models
777		Your Guide to Facebook Bid Strategies	FB-SINGER-00089457	FB-SINGER-00089462			Alex Schultz; Amy Dunn; Rob Goldman	Relevant to Disclosures; Explain Meta's Estimates, Metrics, and Models
778		How does TRP buying on Facebook Work?	FB-SINGER-00089509	FB-SINGER-00089509			Alex Schultz; Amy Dunn; Rob Goldman	Relevant to Disclosures; Explain Meta's Estimates, Metrics, and Models
779		Relevant & Effective: How to Get More Value from Your Ads	FB-SINGER-00089528	FB-SINGER-00089532			Alex Schultz; Amy Dunn; Rob Goldman	Relevant to Disclosures; Explain Meta's Estimates, Metrics, and Models

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780		Specifications for Auction Overlap	FB-SINGER-00089577	FB-SINGER-00089577			Alex Schultz; Amy Dunn; Rob Goldman	Relevant to Disclosures; Explain Meta's Estimates, Metrics, and Models
781		Using Reach and Frequency Buying With The Reach Objective	FB-SINGER-00089592	FB-SINGER-00089592			Alex Schultz; Amy Dunn; Rob Goldman	Relevant to Disclosures; Explain Meta's Estimates, Metrics, and Models
782		About reach and frequency buying	FB-SINGER-00089598	FB-SINGER-00089598			Alex Schultz; Amy Dunn; Rob Goldman	Relevant to Disclosures; Explain Meta's Estimates, Metrics, and Models
793		About estimated daily results	FB-SINGER-00122630	FB-SINGER-00122630			Alex Schultz; Amy Dunn; Rob Goldman	Relevant to Disclosures; Explain Meta's Estimates, Metrics, and Models
794		About estimated daily results	FB-SINGER-00122645	FB-SINGER-00122645			Alex Schultz; Amy Dunn; Rob Goldman	Relevant to Disclosures; Explain Meta's Estimates, Metrics, and Models
799		About Potential Reach	FB-SINGER-00128287	FB-SINGER-00128287			Alex Schultz; Amy Dunn; Rob Goldman	Relevant to Disclosures; Explain Meta's Estimates, Metrics, and Models
802	3/4/2019	Email chain re: "[PRODUCT CHANGE FYI] Updating how we estimate Potential Reach on 3/12"	FB-SINGER-00128567	FB-SINGER-00128569			Alex Schultz	Relevant to Good Faith; Explain Meta's Estimates, Metrics, and Models
807			FB-SINGER-00145734	FB-SINGER-00145738			Amy Dunn	Relevant to Good Faith; Explain Meta's Estimates, Metrics, and Models
809		Sales FYI: Comparing Potential Audience Size Estimates	FB-SINGER-00146565	FB-SINGER-00146578			Amy Dunn	Relevant to Disclosures, Relevant to Good Faith; Relevant to Meta's Estimates, Metrics, and Models
810		Sales FYI messages	FB-SINGER-00148234	FB-SINGER-00148238			Steven Tadelis; Amy Dunn	Expert Foundation; Relevant to Good Faith; Explain Meta's Estimates, Metrics, and Models; Relevant to Disclosures
818	1/27/2020	all_ads_details table for Plaintiff Cain Maxwell	FB-SINGER-00180468	FB-SINGER-00180469	Cain Maxwell	Will be used to prove Meta's liability, classwide impact, and damages	Steven Tadelis; Cain Maxwell	Expert Foundation; Relevant to Advertiser Behavior; Relevant to Plaintiff's Behavior; Relevant to Lack of Reliance, Relevant to Damages
820	9/20/2017	Email from Y. Fidler to R. Goldman, M. Rabkin, A. Vora, M. Ku, N. Li, et al. titled "RE: [A/C Priv] Recommendations for potential reach messaging (in product and help center)" sent 9/21/2017	FB-SINGER-00181933	FB-SINGER-00181939			Rob Goldman, Amy Dunn	Relevant to Good Faith; Relevant to Disclosures; Explain Meta's Estimates, Metrics, and Models
827		Your Guide to Facebook Bid Strategies	FB-SINGER-00187551	FB-SINGER-00187553			Alex Schultz; Amy Dunn; Rob Goldman	Relevant to Disclosures; Explain Meta's Estimates, Metrics, and Models
828		Bid Price Discounts and Auction Density	FB-SINGER-00187556	FB-SINGER-00187585			Catherine Tucker; Steven Tadelis	Expert Foundation; Explain Meta's Estimates, Metrics, and Models; Explain Meta's Ad Auction; Relevant to Good Faith

Trial Ex. No.	Date	Description	Begin Bates No.	End Bates No.	Plantiffs' Sponsoring Witness	Plaintiffs Exhibit Purpose	Defendant's Sponsoring Witness	Defendant's Exhibit Purpose
845		Ads Manager - Ad Creation and Agreement Language.JPG	FB-SINGER-00255013	FB-SINGER-00255013			Alex Schultz; Amy Dunn; Rob Goldman	Relevant to Disclosures; Relevant to Good Faith; Explain Meta's Estimates, Metrics, and Models
846		Ads Manager - Ad Creation.JPG	FB-SINGER-00255014	FB-SINGER-00255014			Alex Schultz; Amy Dunn; Rob Goldman	Relevant to Disclosures; Relevant to Good Faith; Explain Meta's Estimates, Metrics, and Models
848		Ads Manager - Choose Objective With Help_2.JPG	FB-SINGER-00255016	FB-SINGER-00255016			Alex Schultz; Amy Dunn; Rob Goldman	Relevant to Disclosures; Relevant to Good Faith; Explain Meta's Estimates, Metrics, and Models
849	4/13/2020	Screenshots of Ads Manager's ad campaign objective selection interface, accessible through https://www.facebook.com/adsmanager/creation	FB-SINGER-00255017				Meta, Experts	Relevant to Disclosures; Relevant to Good Faith; Explain Meta's Estimates, Metrics, and Models
850		Ads Manager - Choose Objective.JPG	FB-SINGER-00255018	FB-SINGER-00255018			Alex Schultz; Amy Dunn; Rob Goldman	Relevant to Disclosures; Relevant to Good Faith; Explain Meta's Estimates, Metrics, and Models
851		Ads Manager, Ad Account Setup 2.jpg	FB-SINGER-00255019	FB-SINGER-00255019			Alex Schultz; Amy Dunn; Rob Goldman	Relevant to Disclosures; Relevant to Good Faith; Explain Meta's Estimates, Metrics, and Models
852		Ads Manager, Ad Account Setup.jpg	FB-SINGER-00255020	FB-SINGER-00255020			Alex Schultz; Amy Dunn; Rob Goldman	Relevant to Disclosures; Relevant to Good Faith; Explain Meta's Estimates, Metrics, and Models
853		Ads Manager, Audiences - Create a Saved Audience.jpg	FB-SINGER-00255021	FB-SINGER-00255021			Alex Schultz; Amy Dunn; Rob Goldman	Relevant to Disclosures; Relevant to Good Faith; Explain Meta's Estimates, Metrics, and Models
854		Ads Manager, Audiences - Custom Audiences - app activity.jpg	FB-SINGER-00255022	FB-SINGER-00255022			Alex Schultz; Amy Dunn; Rob Goldman	Relevant to Disclosures; Relevant to Good Faith; Explain Meta's Estimates, Metrics, and Models
855		Ads Manager, Audiences - Custom Audiences - customer list.jpg	FB-SINGER-00255023	FB-SINGER-00255023			Alex Schultz; Amy Dunn; Rob Goldman	Relevant to Disclosures; Relevant to Good Faith; Explain Meta's Estimates, Metrics, and Models
856		Ads Manager, Audiences - Custom Audiences - events.jpg	FB-SINGER-00255024	FB-SINGER-00255024			Alex Schultz; Amy Dunn; Rob Goldman	Relevant to Disclosures; Relevant to Good Faith; Explain Meta's Estimates, Metrics, and Models
857		Ads Manager, Audiences - Custom Audiences - facebook page.jpg	FB-SINGER-00255025	FB-SINGER-00255025			Alex Schultz; Amy Dunn; Rob Goldman	Relevant to Disclosures; Relevant to Good Faith; Explain Meta's Estimates, Metrics, and Models
858		Ads Manager, Audiences - Custom Audiences - insta business profile.jpg	FB-SINGER-00255026	FB-SINGER-00255026			Alex Schultz; Amy Dunn; Rob Goldman	Relevant to Disclosures; Relevant to Good Faith; Explain Meta's Estimates, Metrics, and Models
859		Ads Manager, Audiences - Custom Audiences - instant experience.jpg	FB-SINGER-00255027	FB-SINGER-00255027			Alex Schultz; Amy Dunn; Rob Goldman	Relevant to Disclosures; Relevant to Good Faith; Explain Meta's Estimates, Metrics, and Models
860		Ads Manager, Audiences - Custom Audiences - lead form.jpg	FB-SINGER-00255028	FB-SINGER-00255028			Alex Schultz; Amy Dunn; Rob Goldman	Relevant to Disclosures; Relevant to Good Faith; Explain Meta's Estimates, Metrics, and Models

Trial Ex. No.	Date	Description	Begin Bates No.	End Bates No.	Plantiffs' Sponsoring Witness	Plaintiffs Exhibit Purpose	Defendant's Sponsoring Witness	Defendant's Exhibit Purpose
861		Ads Manager, Audiences - Custom Audiences - offline activity.jpg	FB-SINGER-00255029	FB-SINGER-00255029			Alex Schultz; Amy Dunn; Rob Goldman	Relevant to Disclosures; Relevant to Good Faith; Explain Meta's Estimates, Metrics, and Models
862		Ads Manager, Audiences - Custom Audiences - video.jpg	FB-SINGER-00255030	FB-SINGER-00255030			Alex Schultz; Amy Dunn; Rob Goldman	Relevant to Disclosures; Relevant to Good Faith; Explain Meta's Estimates, Metrics, and Models
863		Ads Manager, Audiences - Custom Audiences - Website.jpg	FB-SINGER-00255031	FB-SINGER-00255031			Alex Schultz; Amy Dunn; Rob Goldman	Relevant to Disclosures; Relevant to Good Faith; Explain Meta's Estimates, Metrics, and Models
864		Ads Manager, Audiences - Custom Audiences.jpg	FB-SINGER-00255032	FB-SINGER-00255032			Alex Schultz; Amy Dunn; Rob Goldman	Relevant to Disclosures; Relevant to Good Faith; Explain Meta's Estimates, Metrics, and Models
865		Ads Manager, Audiences - Lookalike Audiences 2.jpg	FB-SINGER-00255033	FB-SINGER-00255033			Alex Schultz; Amy Dunn; Rob Goldman	Relevant to Disclosures; Relevant to Good Faith; Explain Meta's Estimates, Metrics, and Models
866		Ads Manager, Audiences - Lookalike Audiences.jpg	FB-SINGER-00255034	FB-SINGER-00255034			Alex Schultz; Amy Dunn; Rob Goldman	Relevant to Disclosures; Relevant to Good Faith; Explain Meta's Estimates, Metrics, and Models
867		Ads Manager, Audiences screen.jpg	FB-SINGER-00255035	FB-SINGER-00255035			Alex Schultz; Amy Dunn; Rob Goldman	Relevant to Disclosures; Relevant to Good Faith; Explain Meta's Estimates, Metrics, and Models
869		Fake Account Metrics	FB-SINGER-00256027				Alex Schultz	Explain Meta's Estimates, Metrics, and Models
876		Abusive Prevalence @ MAP Understand	FB-SINGER-00297721	FB-SINGER-00297721			Steven Tadelis; Alex Schultz	Expert Foundation; Relevant to Good Faith; Explain Meta's Estimates, Metrics, and Models
887		Ad manager screenshot creat new ad set	FB-SINGER-00304039	FB-SINGER-00304009			Alex Schultz; Amy Dunn; Rob Goldman	Relevant to Disclosures; Relevant to Good Faith; Explain Meta's Estimates, Metrics, and Models
888		Ad manager screenshot creat new ad set	FB-SINGER-00304040	FB-SINGER-00304040			Alex Schultz; Amy Dunn; Rob Goldman	Relevant to Disclosures; Relevant to Good Faith; Explain Meta's Estimates, Metrics, and Models
889		Ad manager screenshot creat new ad set	FB-SINGER-00304041	FB-SINGER-00304041			Alex Schultz; Amy Dunn; Rob Goldman	Relevant to Disclosures; Relevant to Good Faith; Explain Meta's Estimates, Metrics, and Models
890		Ad manager screenshot creat new ad set	FB-SINGER-00304042	FB-SINGER-00304042			Alex Schultz; Amy Dunn; Rob Goldman	Relevant to Disclosures; Relevant to Good Faith; Explain Meta's Estimates, Metrics, and Models
891		Ad manager screenshot creat new ad set	FB-SINGER-00304044	FB-SINGER-00304044			Alex Schultz; Amy Dunn; Rob Goldman	Relevant to Disclosures; Relevant to Good Faith; Explain Meta's Estimates, Metrics, and Models
892		Ad manager screenshot creat new ad set	FB-SINGER-00304045	FB-SINGER-00304045			Alex Schultz; Amy Dunn; Rob Goldman	Relevant to Disclosures; Relevant to Good Faith; Explain Meta's Estimates, Metrics, and Models
893		screenshot of age and gender data breakdown with potential reach tooltip	FB-SINGER-00313647	FB-SINGER-00313647			Alex Schultz; Amy Dunn; Rob Goldman	Relevant to Disclosures; Relevant to Good Faith; Explain Meta's Estimates, Metrics, and Models

Trial Ex. No.	Date	Description	Begin Bates No.	End Bates No.	Plantiffs' Sponsoring Witness	Plaintiffs Exhibit Purpose	Defendant's Sponsoring Witness	Defendant's Exhibit Purpose
895		Classwide all_ads_details data	FB-SINGER-00314652	FB-SINGER-00314704	Armando Levy David Reibstein Dan Ziernicki Cain Maxwell	Will be used to prove Meta's liability, classwide impact, and damages	Catherine Tucker; Steven Tadelis Gerardo Zaragoza; David Reibstein	Expert Foundation; Relevant to Good Faith; Explain Meta's Estimates, Metrics, and Models Relevant to Good Faith; Explain Meta's Estimates, Metrics, and Models; Expert Foundation
912	1/14/2020	all_ads_details table for Plaintiff Cain Maxwell	FB-SINGER-00426482	FB-SINGER-00426482	Cain Maxwell	Will be used to prove Meta's liability, classwide impact, and damages	Catherine Tucker; David Reibstein	Expert foundation; Relevant to Advertiser Behavior; Relevant to Plaintiff's Behavior
915	3/12/2020	Data file produced by Facebook with file name "ads_interfaces_predicted_outcomes-Martialis-thru-2019-04-08.xlsx"	FB-SINGER-00426543	FB-SINGER-00426543	Cain Maxwell	Will be used to prove Meta's liability, classwide impact, and damages	Steven Tadelis; Cain Maxwell	Expert Foundation; Explain Meta's Estimates, Metrics, and Models; Relevant to Disclosures; Relevant to Good Faith; Relevant to Advertiser Behavior
928		Classwide all_ads_details data for October 2016	FB-SINGER-00426663		Armando Levy	Will be used to prove Meta's liability, classwide impact, and damages	Daid Reibstein	Expert Foundation
929		Ad - Part 1.JPG	FB-SINGER-00426856	FB-SINGER-00426856			Alex Schultz; Amy Dunn; Rob Goldman	Relevant to Disclosures; Relevant to Good Faith; Explain Meta's Estimates, Metrics, and Models
930		Ad - Part 2.JPG	FB-SINGER-00426857	FB-SINGER-00426857			Alex Schultz; Amy Dunn; Rob Goldman	Relevant to Disclosures; Relevant to Good Faith; Explain Meta's Estimates, Metrics, and Models
931		Ad - Part 3.JPG	FB-SINGER-00426858	FB-SINGER-00426858			Alex Schultz; Amy Dunn; Rob Goldman	Relevant to Disclosures; Relevant to Good Faith; Explain Meta's Estimates, Metrics, and Models
932		Ad - Terms.JPG	FB-SINGER-00426859	FB-SINGER-00426859			Alex Schultz; Amy Dunn; Rob Goldman	Relevant to Disclosures; Relevant to Good Faith; Explain Meta's Estimates, Metrics, and Models
933		Ad Set Creation - 20 Budget.JPG	FB-SINGER-00426860	FB-SINGER-00426860			Alex Schultz; Amy Dunn; Rob Goldman	Relevant to Disclosures; Relevant to Good Faith; Explain Meta's Estimates, Metrics, and Models
934		Ad Set Creation - 50 Budget.JPG	FB-SINGER-00426861	FB-SINGER-00426861			Alex Schultz; Amy Dunn; Rob Goldman	Relevant to Disclosures; Relevant to Good Faith; Explain Meta's Estimates, Metrics, and Models
935		Ad Set Creation - About EDR - Learn More.JPG	FB-SINGER-00426862	FB-SINGER-00426862			Alex Schultz; Amy Dunn; Rob Goldman	Relevant to Disclosures; Relevant to Good Faith; Explain Meta's Estimates, Metrics, and Models
936		Ad Set Creation - About Landing Page Views - Learn More.JPG	FB-SINGER-00426863	FB-SINGER-00426863			Alex Schultz; Amy Dunn; Rob Goldman	Relevant to Disclosures; Relevant to Good Faith; Explain Meta's Estimates, Metrics, and Models
937		Screenshot of FB disclsoures	FB-SINGER-00426864				Alex Schultz; Amy Dunn; Rob Goldman	Relevant to Disclosures
938		Ad Set Creation - About PR - Overview.JPG	FB-SINGER-00426865	FB-SINGER-00426865			Alex Schultz; Amy Dunn; Rob Goldman	Relevant to Disclosures; Relevant to Good Faith; Explain Meta's Estimates, Metrics, and Models

Trial Ex. No.	Date	Description	Begin Bates No.	End Bates No.	Plantiffs' Sponsoring Witness	Plaintiffs Exhibit Purpose	Defendant's Sponsoring Witness	Defendant's Exhibit Purpose
939		Ad Set Creation - About Reaching New Audiences.JPG	FB-SINGER-00426866	FB-SINGER-00426866			Alex Schultz; Amy Dunn; Rob Goldman	Relevant to Disclosures; Relevant to Good Faith; Explain Meta's Estimates, Metrics, and Models
940		Ad Set Creation - Audience.JPG	FB-SINGER-00426867	FB-SINGER-00426867			Alex Schultz; Amy Dunn; Rob Goldman	Relevant to Disclosures; Relevant to Good Faith; Explain Meta's Estimates, Metrics, and Models
941		Ad Set Creation - Automatic Placements.JPG	FB-SINGER-00426868	FB-SINGER-00426868			Alex Schultz; Amy Dunn; Rob Goldman	Relevant to Disclosures; Relevant to Good Faith; Explain Meta's Estimates, Metrics, and Models
942		Ad Set Creation - Landing.JPG	FB-SINGER-00426869	FB-SINGER-00426869			Alex Schultz; Amy Dunn; Rob Goldman	Relevant to Disclosures; Relevant to Good Faith; Explain Meta's Estimates, Metrics, and Models
943		Ad Set Creation - Link Clicks - Learn More.JPG	FB-SINGER-00426870	FB-SINGER-00426870			Alex Schultz; Amy Dunn; Rob Goldman	Relevant to Disclosures; Relevant to Good Faith; Explain Meta's Estimates, Metrics, and Models
944		Ad Set Creation - Manual Placements.JPG	FB-SINGER-00426871	FB-SINGER-00426871			Alex Schultz; Amy Dunn; Rob Goldman	Relevant to Disclosures; Relevant to Good Faith; Explain Meta's Estimates, Metrics, and Models
945		Ad Set Creation - Optimization Landing Page Views.JPG	FB-SINGER-00426872	FB-SINGER-00426872			Alex Schultz; Amy Dunn; Rob Goldman	Relevant to Disclosures; Relevant to Good Faith; Explain Meta's Estimates, Metrics, and Models
946		Ad Set Creation - PR - Estimate Definition.JPG	FB-SINGER-00426873	FB-SINGER-00426873			Alex Schultz; Amy Dunn; Rob Goldman	Relevant to Disclosures; Relevant to Good Faith; Explain Meta's Estimates, Metrics, and Models
947		Ads Manager screen	FB-SINGER-00426874	FB-SINGER-00426874			Alex Schultz; Amy Dunn; Rob Goldman	Relevant to Disclosures
948		Campaign - App Installs.JPG	FB-SINGER-00426875	FB-SINGER-00426875			Alex Schultz; Amy Dunn; Rob Goldman	Relevant to Disclosures; Relevant to Good Faith; Explain Meta's Estimates, Metrics, and Models
949		Campaign - Brand Awareness.JPG	FB-SINGER-00426876	FB-SINGER-00426876			Alex Schultz; Amy Dunn; Rob Goldman	Relevant to Disclosures; Relevant to Good Faith; Explain Meta's Estimates, Metrics, and Models
950		Campaign - Catalog Sales.JPG	FB-SINGER-00426877	FB-SINGER-00426877			Alex Schultz; Amy Dunn; Rob Goldman	Relevant to Disclosures; Relevant to Good Faith; Explain Meta's Estimates, Metrics, and Models
951		Campaign - Conversions.JPG	FB-SINGER-00426878	FB-SINGER-00426878			Alex Schultz; Amy Dunn; Rob Goldman	Relevant to Disclosures; Relevant to Good Faith; Explain Meta's Estimates, Metrics, and Models
952		Campaign - Details.JPG	FB-SINGER-00426879	FB-SINGER-00426879			Alex Schultz; Amy Dunn; Rob Goldman	Relevant to Disclosures; Relevant to Good Faith; Explain Meta's Estimates, Metrics, and Models
953		Campaign - Engagement.JPG	FB-SINGER-00426880	FB-SINGER-00426880			Alex Schultz; Amy Dunn; Rob Goldman	Relevant to Disclosures; Relevant to Good Faith; Explain Meta's Estimates, Metrics, and Models
954		Campaign - Lead Generation.JPG	FB-SINGER-00426881	FB-SINGER-00426881			Alex Schultz; Amy Dunn; Rob Goldman	Relevant to Disclosures; Relevant to Good Faith; Explain Meta's Estimates, Metrics, and Models

Trial Ex. No.	Date	Description	Begin Bates No.	End Bates No.	Plantiffs' Sponsoring Witness	Plaintiffs Exhibit Purpose	Defendant's Sponsoring Witness	Defendant's Exhibit Purpose
955		Campaign - Messages.JPG	FB-SINGER-00426882	FB-SINGER-00426882			Alex Schultz; Amy Dunn; Rob Goldman	Relevant to Disclosures; Relevant to Good Faith; Explain Meta's Estimates, Metrics, and Models
956		Campaign - Reach.JPG	FB-SINGER-00426883	FB-SINGER-00426883			Alex Schultz; Amy Dunn; Rob Goldman	Relevant to Disclosures; Relevant to Good Faith; Explain Meta's Estimates, Metrics, and Models
957		Campaign - Store Traffic.JPG	FB-SINGER-00426884	FB-SINGER-00426884			Alex Schultz; Amy Dunn; Rob Goldman	Relevant to Disclosures; Relevant to Good Faith; Explain Meta's Estimates, Metrics, and Models
958		Campaign - Traffic.JPG	FB-SINGER-00426885	FB-SINGER-00426885			Alex Schultz; Amy Dunn; Rob Goldman	Relevant to Disclosures; Relevant to Good Faith; Explain Meta's Estimates, Metrics, and Models
959		Campaign - Video Views.JPG	FB-SINGER-00426886	FB-SINGER-00426886			Alex Schultz; Amy Dunn; Rob Goldman	Relevant to Disclosures; Relevant to Good Faith; Explain Meta's Estimates, Metrics, and Models
960		Conversation Campaign Selection.JPG	FB-SINGER-00426887	FB-SINGER-00426887			Alex Schultz; Amy Dunn; Rob Goldman	Relevant to Disclosures; Relevant to Good Faith; Explain Meta's Estimates, Metrics, and Models
986	11/26/2019	Data produced by Plaintiffs with file name "15. Change history report.csv"	MAXWELL_00000899		Cain Maxwell	Will be used to prove Meta's liability, classwide impact, and damages	Catherine Tucker	Expert Foundation; Relevant to Plaintiffs' Behavior; Relevant to Advertiser's Behavior
988	11/22/2019	Data produced by Plaintiffs with file name "2. Campaign report.csv"	MAXWELL_00000921		Cain Maxwell	Will be used to prove Meta's liability, classwide impact, and damages	Catherine Tucker	Expert Foundation; Relevant to Plaintiffs' Behavior; Relevant to Advertiser's Behavior
1006		Document titled "Web Data Collection Report," "File Signatures," and screenshot of Ads Manager Interface	Maxwell_00001140	Maxwell_00001142			Maxwell; Catherine Tucker	Expert foundation; Relevant to Advertiser Behavior; Relevant to Plaintiff's Behavior
1007		Max Martialis data	MAXWELL_00001143	MAXWELL_00001145			Maxwell; Catherine Tucker	Expert Foundation; Relevant to Advertiser Behavior; Relevant to Plaintiff's Behavior
1032	7/15/2020	Data produced by Plaintiffs with file name "Campaigns_Jul_15_2020.csv"	MAXWELL_00001351		Cain Maxwell	Will be used to prove Meta's liability, classwide impact, and damages	Catherine Tucker	Expert foundation; Relevant to Advertiser Behavior; Relevant to Plaintiff's Behavior; Relevant to Damages
1059	8/1/2018	Cain Maxwell 2018.08-start	MAXWELL_00001377	MAXWELL_00001378			Cain Maxwell	Relevant to Plaintiff's Behavior
1060	10/23/2020	Amazon sales data for Plaintiff Cain Maxwell	MAXWELL_00001377,MAXWELL_00001379,MAXWELL_00001389,MAXWELL_00001390,MAXWELL_00001392,MAXWELL_00001399,MAXWELL_00001407,MAXWELL_00001409,MAXWELL_00001410		Cain Maxwell	Will be used to prove Meta's liability, classwide impact, and damages	Catherine Tucker	Expert foundation; Relevant to Advertiser Behavior; Relevant to Plaintiff's Behavior; Relevant to Damages
1061	9/1/2018	Cain Maxwell 2018.09	MAXWELL_00001379	MAXWELL_00001388	Cain Maxwell	Will be used to prove Meta's liability, classwide impact, and damages	Cain Maxwell	Relevant to Plaintiff's Behavior

Trial Ex. No.	Date	Description	Begin Bates No.	End Bates No.	Plantiffs' Sponsoring Witness	Plaintiffs Exhibit Purpose	Defendant's Sponsoring Witness	Defendant's Exhibit Purpose
1062	10/1/2018	Cain Maxwell 2018.10	MAXWELL_00001389	MAXWELL_00001389	Cain Maxwell	Will be used to prove Meta's liability, classwide impact, and damages	Cain Maxwell	Relevant to Plaintiff's Behavior
1063	11/1/2018	Cain Maxwell 2018.11	MAXWELL_00001390	MAXWELL_00001391	Cain Maxwell	Will be used to prove Meta's liability, classwide impact, and damages	Cain Maxwell	Relevant to Plaintiff's Behavior
1064	12/1/2018	Cain Maxwell 2018.12	MAXWELL_00001392	MAXWELL_00001398	Cain Maxwell	Will be used to prove Meta's liability, classwide impact, and damages	Cain Maxwell	Relevant to Plaintiff's Behavior
1065	1/1/2019	Cain Maxwell 2019.01	MAXWELL_00001399	MAXWELL_00001406	Cain Maxwell	Will be used to prove Meta's liability, classwide impact, and damages	Cain Maxwell	Relevant to Plaintiff's Behavior
1066	2/1/2019	Cain Maxwell 2019.02	MAXWELL_00001407	MAXWELL_00001408	Cain Maxwell	Will be used to prove Meta's liability, classwide impact, and damages	Cain Maxwell	Relevant to Plaintiff's Behavior
1067	3/1/2019	Cain Maxwell 2019.03	MAXWELL_00001409	MAXWELL_00001409	Cain Maxwell	Will be used to prove Meta's liability, classwide impact, and damages	Cain Maxwell	Relevant to Plaintiff's Behavior
1068	4/1/2019	Cain Maxwell 2019.04	MAXWELL_00001410	MAXWELL_00001410	Cain Maxwell	Will be used to prove Meta's liability, classwide impact, and damages	Cain Maxwell	Relevant to Plaintiff's Behavior
1080	10/23/2020	Amazon sales data for Plaintiff Cain Maxwell	MAXWELL_00001421,MAXWELL_00001422		Cain Maxwell	Will be used to prove Meta's liability, classwide impact, and damages	Catherine Tucker	Expert foundation; Relevant to Advertiser Behavior; Relevant to Plaintiff's Behavior; Relevant to Damages Expert foundation; Relevant to Advertiser Behavior; Relevant to Plaintiff's Behavior; Relevant to Damages
1373		Allenby, Greg, Jeff Brazell, John Howell, and Peter Rossi, "Using Conjoint Analysis to Determine the Market Value of Product Features," In Proceedings of the Sawtooth Software Conference (2013): 341-355					David Reibstein	Expert Foundation
1412		IAB Internet Advertising Revenue Report, 2019 Full Year Results.					Catherine Tucker	Expert Foundation
1457	8/30/2020	Fascebook Self-Serve Ad Terms					Daniel Ziernicki	Relevant to Plaintiff's Behavior; Relevant to Lack of Reliance
1458	6/28/2021	Fascebook Self-Serve Ad Terms						
1459		Screenshot from Ads Manage showing Facebook still refers to Potential Reach as "people", dated April 6, 2021					Alex Schultz; Rob Goldman; Josh Geller	Relevant to Disclosures; Relevant to Good Faith; Explain Meta's Estimates, Metrics, and Models
1460		"About Data Sampling," Facebook for Business, available at https://www.facebook.com/business/help/1691983057707189 (viewed Feb. 18, 2021).					Steven Tadelis	Expert Foundation; Relevant to Disclosures; Explain Meta's Ad Auction; Explain Meta's Estimates, Metrics, and Models

Trial Ex. No.	Date	Description	Begin Bates No.	End Bates No.	Plantiffs' Sponsoring Witness	Plaintiffs Exhibit Purpose	Defendant's Sponsoring Witness	Defendant's Exhibit Purpose
1498		Ad Manager screen	FB-SINGER-00000299	FB-SINGER-00000304			Catherine Tucker; Steven Tadelis David Reibstein	Expert Foundation; Relevant to Disclosures; Explain Meta's Estimates, Metrics, and Models Expert Foundation; Relevant to Disclosures
1499		Facebook Statement of Rights and Responsibilities rev'd December 2012	FB-SINGER-00000277	FB-SINGER-00000284			Meta	Relevant to Disclosures; Relevant to Unclean Hands
1500		Facebook Statement of Rights and Responsibilities rev'd January 2015	FB-SINGER-00000293	FB-SINGER-00000298			Meta	Relevant to Disclosures; Relevant to Unclean Hands
1501		Facebook Statement of Rights and Responsibilities rev'd November 2013	FB-SINGER-00000285	FB-SINGER-00000292			Meta	Relevant to Disclosures; Relevant to Unclean Hands